

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #204600

Mr. G. Louras
SAM FRANK, INC.

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Gus:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with **64** 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL .50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	<u>4</u>
Lt 100	12300-24865	<u>8</u>
Men Lt 100	12300-24868	<u>4</u>
FF	12300-24869	<u>4</u>
FF 100	12300-24866	<u>8</u>
Ult Lt 100	12300-24870	<u>4</u>

Displays (Item #535805)

SKU CUBE: 0.9982
SKU WT (w/o Product): 2.4900 lbs
Retail Sales Offer per Sku: 10 units

Billing per Sku: 10 Savings Cartons

Product / Display Arrival: January 6, 1998

Ship Date to Retail: Week of: January 19, 1998

EFT \$ Amount: \$4,857.62

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\$7.50 15-Pack
SAM FRANK, INC.

Promotion Description:

Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **\$144.00 (16 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-7500FF.DOC

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PROMOTION #800007: DORAL \$7.50 OFF 15-PACKS

CUSTOMER LIST

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:

ONE 15-PK CARTON EACH (DORAL LT/LT MEN 100/FF/ULT LT 100); AND

THREE 15-PK CARTONS EACH (LT 100/FF 100)

#/ CARTONS PER STYLE

D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT 100	LT MN 100	FF 100	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162302	114561	NEXT DOOR	RT 7	POWNA	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	386834	N BENNINGTON VARIETY	BANK STREET EXT	N BENNINGTON	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	623997	SARGENT'S SHORT STOP	300 MAIN ST	BENNINGTON	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	636227	APOLLO FUELS	RT 149	PAWLET	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	776167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS	VT		15	30	15	15	30	15	204600	SAM FRANK INC
162302	114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT		15	30	15	15	30	15	204600	SAM FRANK INC
							64						CASE TOTALS: 4/8/4/4/8/4	

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

1ST QTR. '98

January DORAL \$7.50/15 PK

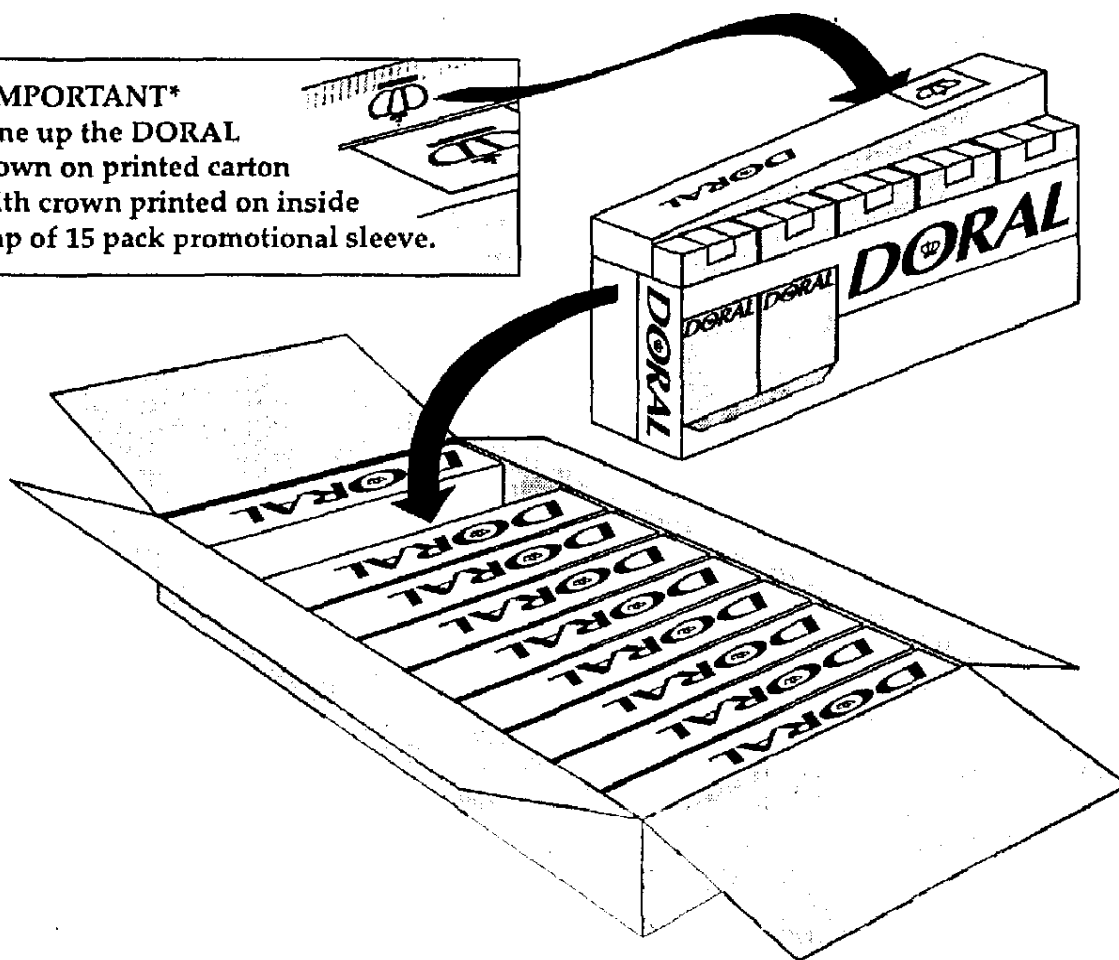
(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL \$7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.

IMPORTANT

Line up the DORAL crown on printed carton with crown printed on inside flap of 15 pack promotional sleeve.



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Item: # 535805

Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Consure 10 Carton Brand Mix in Display					